

RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4178
FAX (716) 634-3145

May 20, 1998

RJR Account #331440

Mr. J. Kern

J. KERN & SONS

JULY: WINSTON \$1.00 OFF 2-PACKS / TEAR TAPE PROMOTION #800750

Dear Jake:

M. Attea will ship 12 packed *WINSTON \$1.00 OFF 2-PACKS DISPLAYS* (Item #542810) to you for shipment to your participating retail accounts. (*Note: This is not 'pre-sleeved' product.*) All additional pertinent promotional information is listed below:

Brand Styles: Winston Box / Winston Light Box / Winston Ultra Light Box

Product / Premium @ Attea:

June 29, 1998

Ship Date to Retail:

Week of: July 13, 1998

Retail Sales Offer per Sku:

20 units

Billing per Sku:

4 Cartons

PARTNERS 'BONUS' REPORTING DESCRIPTION

WIN_JUL_\$1/2_PKS

Promotion Description:

***SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST
Refer to enclosed 'Wholesaler Packing Instructions'***

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell

Promotional Coordinator / 1610

/jc

cc: 162601

L. E. MacWilliams

Encl: Retail Customer List

Wholesaler Packing Instructions

Winston Flyer

51845 9398

BPEN55B2

WORKPLAN VAP TEMPLATE LISTING

PAGE: 2
DATE: 98-05-20
TIME: 11:21 AMWHOLESALE : 331440 JACOB KERN & SONS, INC. <DIRECT>
TEMPLATE : 800750 80700 WIN JUL \$1/2-NO
TEMPLATE SEQ : 0916
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162601		684362	TERRY'S FLEA MARKET	739 19TH ST	NIAGARA FALLS	NY	14301	1				(716)284-2009
162602	162630	397947	BELLS #15 - ALBION	DBA PAWLAK'S FOOD	ALBION	NY	14411	1				(716)589-5660
162602	162630	763370	MURRAY SUPERETTE	16573 RIDGE RD	HOLLEY	NY	14470	1				(716)638-5736
162602	162630	397928	PENNYSAVER MKT	29 S MAIN ST	LYNDONVILLE	NY	14098	1	NYS		5225	(716)765-9600
162602	162622	765271	KWIK SERV	49 ALLEGHANY RD	CORFU	NY	14036	1	NYS			(716)599-3546
162604	162624	696058	LAKEVILLE GENERAL	5763 MAIN ST	LAKEVILLE	NY	14480	6				(716)346-5222
162606		300962	THE STORE	3983 MAIN STREET	SCIO	NY	14880	1				(716)593-5620

PAGE BREAK TOTAL ACCOUNTS 7 TOTAL QUANTITY 12

TEMPLATE TOTAL ACCOUNTS 7 TOTAL QUANTITY 12

51845 9399

WHOLESALE PACKING INSTRUCTIONS

VALUE ADDED PROMOTION

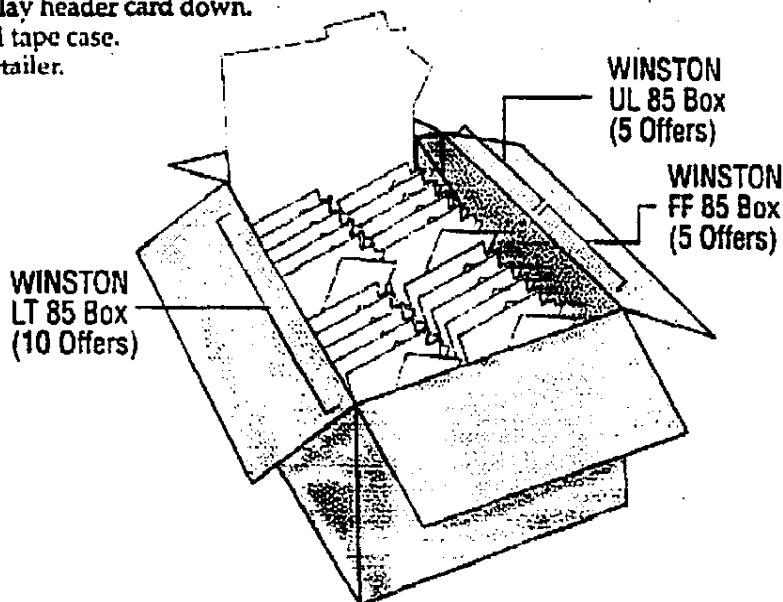
3RD QTR. '98

July Winston \$1 OFF 2 Packs

(Winston Buy 2 Packs Get \$1 Off)

STEPS

1. Open WINSTON \$1 OFF 2 PACKS shipping case. Inside will be 20 pre-assembled sleeves ready for loading. (10 sleeves will be marked WINSTON LT 85 Box, 5 sleeves will be marked WINSTON UL 85 Box, 5 sleeves will be marked WINSTON FF 85 box.) DO NOT REMOVE SLEEVES FROM KIT.
2. Place 2 Packs of the appropriate WINSTON style 50¢ off tear tape product into each style specific sleeve.
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



Item: # 542810

MSA Promotion Reporting Description: WIN JUL S1/2 PKS

Brand Style	Box	LT Box	UL LT Box			
Number of Cartons	1	2	1			

51845 9400

\$1.00 off with 2-pack purchase.

Lose the additives.

Save a
buck

when you buy 2 packs.



- Here's a summer promotion to heat up your sales.
- Proven traffic builder – smokers save a buck with 2-pack purchase.
- Eye-catching packaging highlights full flavor, lights and ultra-light styles.
- Fully integrated support materials include counter display and paster.